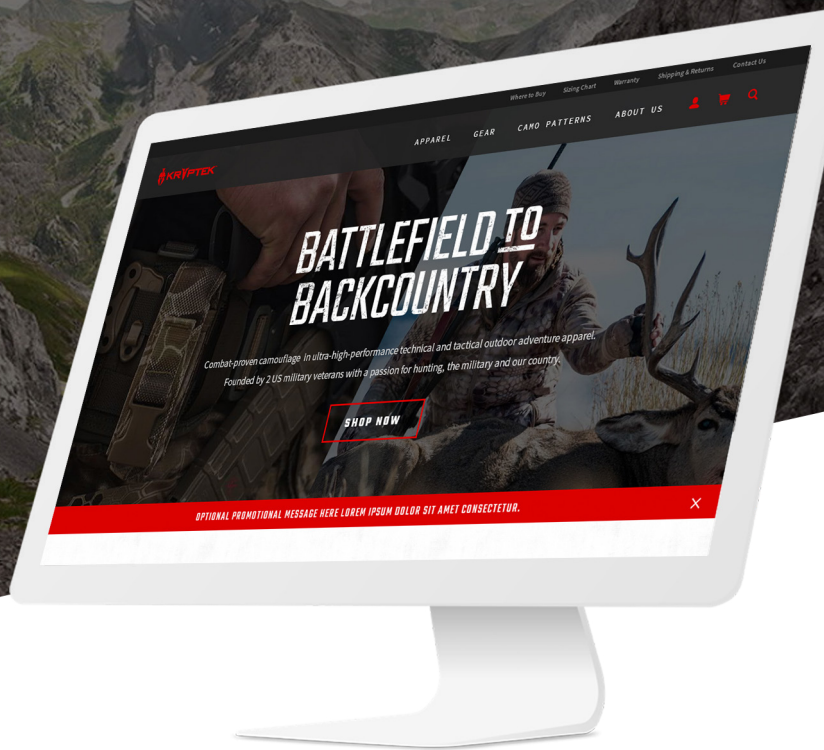




Increasing marketing ROI with inbound tactics

CASE STUDY



PPC

↑172%

PPC Revenue
YoY

↑36%

Campaign Revenue
YoY

↑333%

PPC-attributed Revenue
YoY

↑13.82

Avg Return on Ad Spend
(ROAS)

Social Media

\$0.40

Cost Per Click
(CPC)

\$4.60

Cost Per Purchase

\$203

Avg Purchase Value

44X

Return on Ad Spend
(ROAS)

THE SITUATION

Augment site traffic and eCommerce revenue with strategic PPC marketing

When Kryptek first came to efelle, their traffic was down nearly 20% from the previous year, resulting in a decrease in revenue. They wanted to reverse course on that trend and build out their digital marketing strategy and trusted efelle to do so. We saw a great opportunity to implement a new campaign structure of Pay-Per-Click marketing tactics to increase their exposure on non-brand keywords as well as better capture the impression share for brand keywords.



Client

Kryptek Outdoor Group

Industry

Outdoor Clothing Retailer

Date

Apr. 2019 – Apr. 2020

Services Provided

PPC Marketing
CPC & Keyword Optimization
Social Media Marketing



THE SOLUTION



New Campaign Structure

An entirely new structure organized ads and keywords by theme, and effectively captured more non-brand searches. This also allowed for ads to be specific to user searches, improving relevance and thus performance.



Shopping Campaign Implementation

Shopping campaigns, which had not been previously utilized, were added by automating the product feed to sync up with their Google Merchant Center account. With the API setup, any inventory updates automatically push to their feed.



CPC Optimization

A shift from manual CPC bidding to optimized bid strategies like Target CPA and Maximize Conversions allowed us to leverage Google's machine learning capabilities and drive stronger conversion rates.



Search Remarketing

Kryptek's users spent time researching different products and offerings. To stay in front of users, remarketing allowed optimizations to bids, keyword targeting, ad copy, various promotion extensions for different sales, audiences, and more.



“We continue to work with efelle daily with Google ads, and continuing site development & maintenance. Their ongoing market research and development is cutting-edge and continues to help aid in Kryptek's ongoing success.

JUSTIN SPARKS, **KRYPTOK VICE PRESIDENT**

